

ABSTRACT

This study aimed to identify the effect attribute restaurants, shopping motives hedonic and utilitarian shopping motives on customer loyalty McDonald's Jombor. Information gleaned from the results of this study can be used as a reference for the company in determining what are the things that can affect consumer loyalty restaurant. The object of the research conducted at McDonald's Jombor, Sleman. Data collection techniques using purposive sampling. Methods of data collection using survey method with questionnaires as much as 70 respondents. Data were analyzed using the Statistical Product and Service Solutions (SPSS) version 16 with the test include: Validity and Test Reliability.

The results showed that the restaurant attribute positive and significant impact on customer loyalty. Utilitarian shopping motives positive and significant impact on customer loyalty. Utilitarian shopping motives effect on consumer loyalty.

Keywords: Attribute Restaurants, Shopping hedonic Motives, Utilitarian Shopping Motives, Consumer Loyalty.